

WAR TIME SALES GOOD FOR WIDE AWAKE DEALERS

Those Who Put "Punch" Into Their Advertising and Keep at It Consistently Inspire Confidence and Induce Buying.

By BURTON S. BROWN.
Reprinted from "Editor and Publisher."

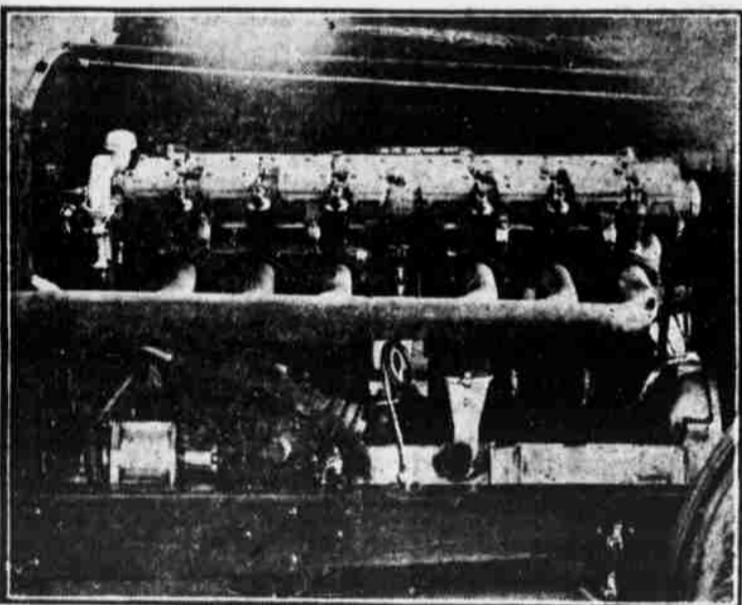
Automobile dealers in this city who are advertising regularly in the newspapers are "getting the business," and those who are not advertising in them are not "getting the business." The foregoing very briefly but pretty accurately sizes up the situation in this city so far as war time motor car sales are concerned. The so-called spring selling season was about a month late in starting this year and therefore July advertising is most important.

The man who believes there are many people who want automobiles and is going after them is smiling broadly and contentedly, while the man who thinks that people are not in the market for automobiles now and is not going after them is sour and sad. The former is making money day by day; the latter is getting more of a grouch on day by day. The patriot and optimist are keeping business going as usual, while the slacker and pessimist are curling up and dying a slow death. Luckily the former are in a great majority. The influence of the weak ones is now negligible.

When war was declared by this country there was a short period of uncertainty while Automobile Row adjusted itself to new conditions. War was a new thing, and with it came disturbing rumors that the Government would confiscate all privately owned automobiles, seize the automobile factories and do other things that the Government never had any intention of doing. Then the mind readers got busy and announced that they found the public's state of mind toward automobiles all wrong. It wasn't the time to buy. Next came those who talked of economy that was hysterical and dangerous to all lines of business, and last of all winter hung around too long in a disagreeable way. Business appreciably slowed down, as was to be expected, with all the brakes on.

Then, suddenly, Automobile Row awoke. It began to advertise with increased vigor. Dealers showed the folly of false and hysterical economy and used advertising copy to do it.

Famous Packard Motor.



This twelve cylinder Packard aviation type of motor, developing 245 horsepower and making 2,150 revolutions a minute, propelled a Packard car at unheard of speeds between one-quarter of a mile and ten miles at Sheepshead Bay recently. Look over these amazing figures:

One-quarter mile	8.50 sec.
One-half mile	15.50 "
One mile	28.50 "
Two miles	57.41 "

Three miles	1 min. 26.00 sec.
Four miles	1 min. 55.75 "
Five miles	2 min. 24.48 "
Six miles	2 min. 53.21 "
Seven miles	3 min. 21.94 "
Eight miles	3 min. 50.67 "
Nine miles	4 min. 19.40 "
Ten miles	4 min. 48.13 "

The one-quarter mile record of 8.50 seconds is equivalent to 130.43 miles per hour. The ten mile record of 4:48.13 is equivalent to 123.76 miles per hour.

Notes From House Organs

The word "pleasure" as applied to a passenger automobile has always been a misnomer. The word is meaningless. It is not correct. The word "passenger" is much better and proper, and it is the one to use.

The automobile used on the farm is not used for pleasure purposes. The automobile used to save the life of a patient is not used for pleasure purposes. The passenger car used on any business errand is not used for pleasure purposes. And so on indefinitely. Let us wipe out the word "pleasure" as applied to an automobile, and apply instead this other word "passenger," which differentiates between the car which carries human beings and the one which carries merchandise. Only thus will the true character of each type of vehicle be made clear, and the broader field of the passenger car maintained.—Chevrolet Review.

Miscellaneous.

When first you drive your motor car. One thought will sure disturb: You stretch your neck, as you turn the wheel.

"Now where is that damcurb?" You think you're right upon the walk. And all your doubts dismiss. You believe that the wheels and curb are together just like this.

But when you leave the car you find Instead of being near, The curb is where you are over here was —Timken Magazine.

TOUGHEN GLOBE TREADS.

A Special Process Makes Them Resistant Cuts.

Preparing the tread of Globe tires to stand the whirl of contact with the road involves skillful resort to an interesting process. By means of it the pores of the rubber of the tread are filled somewhat as vanadium fills the pores of steel. This makes the surface of Globe tires extremely hard and strong, so that it even becomes difficult to pierce the surface with a sharp knife. The longer you run on the Globe tread the harder and more highly glazed it becomes. This renders it more and more impervious to cuts and bruises. The tread is constructed on the principle of a multiple leaved spring, with layer upon layer of sun dried plantation gum hand laid. Next an extremely durable double breaker strip of rubber saturated with wax is welded to the tread and tube with walls of pure gum.

These tires are guaranteed for 6,000 miles.

ADJUSTMENT GUARANTEE 5000 MILES



Miles Cheaper

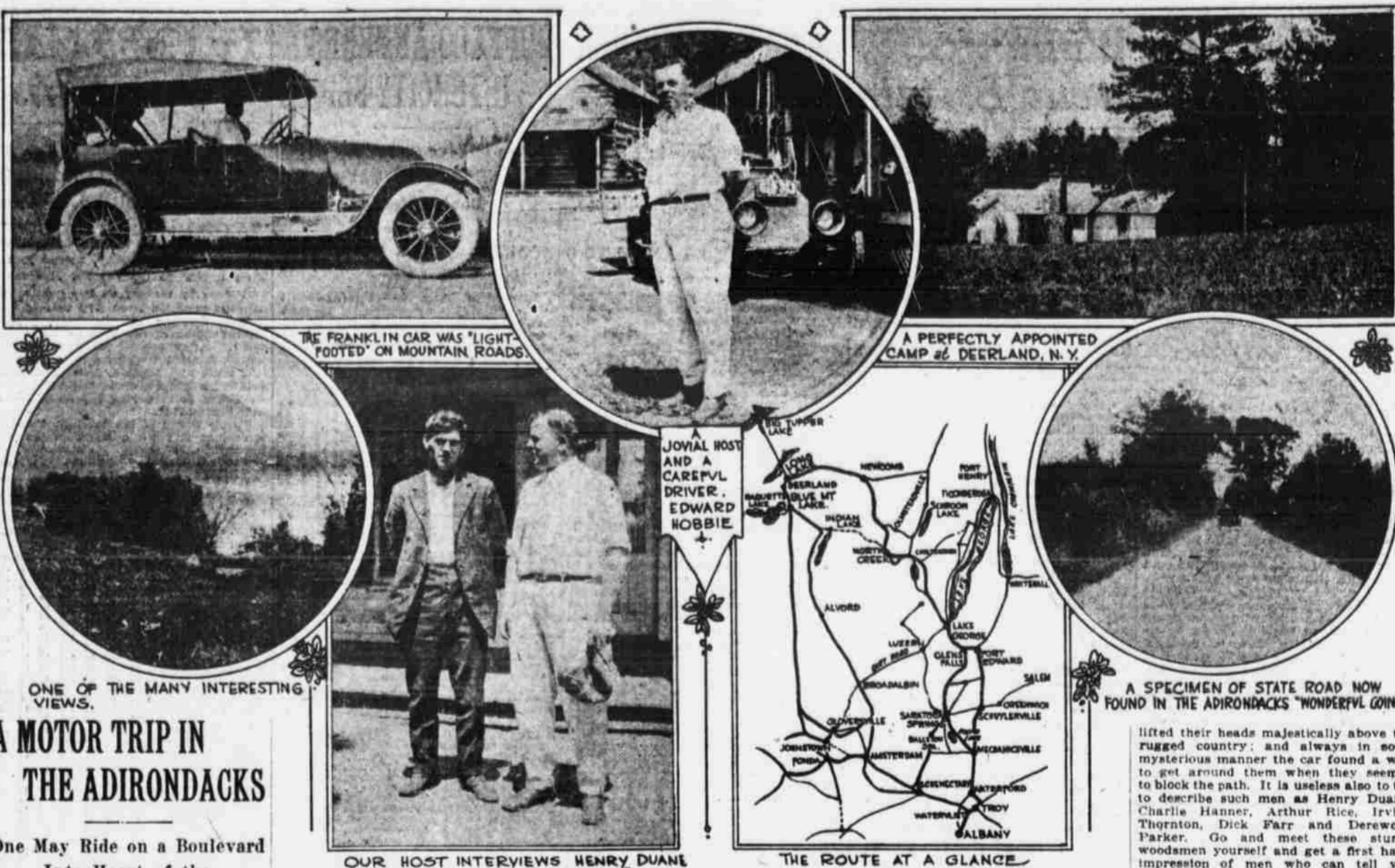
That's what your tire record book will report on Quaker Tires.

No better rubber or finer fabric can be secured than that used in Quakers, but even these "best" materials would not give Quaker service without our secret process of tempering the rubber—a method of curing that gives the just-right degrees of hardness, toughness, elasticity and resiliency.

Quaker Tires on your car will mean good money in your pocket—money that Quaker excess mileage will save you. Try just one Quaker.

See the local Quaker Dealer Name and address on request
QUAKER CITY RUBBER CO.
New York Distributing Station—53 Murray Street

Motoring in the Adirondacks Is Just One Pleasant Surprise After Another.



A MOTOR TRIP IN THE ADIRONDACKS

One May Ride on a Boulevard Into Heart of the Woods.

By BURTON S. BROWN.

Although he was our brother-in-law we were inclined to be a little doubtful about all the natural wonders and the remarkable accessibility of that part of the Adirondacks he was pleased to call "my place in the woods." He kept telling us about the fish and deer, the scenery, and particularly about the fine roads of that enchanted land. He also told us about driving his automobile eighty-five miles through the very heart of the woods in two hours. We said "Yes" and all the time felt that it was little more than a "free elaboration."

Finally he persuaded us to make the trip, and then our eyes opened to a land where motorists may revel and speed to their hearts' content—a land of fish and deer and wonderful views and wonderful roads, and all remarkably accessible.

When one comes under the spell of these woods he wonders why the man who invented ways and means of getting into them ever invented the ways and means of getting out of them. Why should he have considered for a minute that anybody would want to leave them? It is the question that comes to mind.

The destination of the New York motorist who wants a wonderful trip is Deerland, N. Y., 300 miles from this city and 22 miles from the nearest railroad, a most restful settlement on the shore of Long Lake, 1,450 feet above the sea, hemmed in by some of the noblest mountains of the great north woods. Here one sleeps under blankets when New York pants and finds sleep impossible. Here the deer come down to grazing places on the opposite shore in the twilight and game fish fill the waters all about. Here one finds a haven not reached by city cares and war's alarms. A newspaper that is "free" in the woods is two to four days old in New York. One quickly loses interest in the things of the outside world and understands the marvelous things of nature. It is the happy lot of the native guides to contemplate day after day. One cannot help feeling that it probably explains the wonderful wholesomeness of these people. As a rule the guides can't say much, but when there is something to be done they generally do it with remarkable speed and thoroughness. Their endurance is amazing. To the tired city man theirs is the life worth living.

And all this is only two days from New York by motor car with State road every foot of the way. The first day's run is to Albany, 150 miles, and the second via Saratoga and Glens Falls to comfortable quarters at Deerland, 150 miles.

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boulevard into the very heart of the woods. This wonderful road—eighty-five miles long—with no crossroads and no speed limit except that dictated by common sense—runs through Lake George, Warrensburg, Chestertown, North Creek, Minerva and Newcomb into Long Lake village and then three miles along the shore of Long Lake to Deerland Lodge.

Running without a stop and seldom travelling less than thirty-five miles an hour the Franklin car, driven by Edward Hobbie, our enthusiastic brother-in-law, made the eighty-five mile run from Glens Falls in two hours. It is useless to try to describe the grandeur of Mount Marcy and Haystack, Vanderwerker, Owl Head and Sabbath. They rest you.

lifted their heads majestically above the rugged country, and always in some mysterious manner the car found a way to get around them when they seemed to block the path. It is useless also to try to describe such men as Henry Duane, Charlie Hanner, Arthur Rice, Irving Thornton, Dick Farr and Derwood Parker. Go and meet these sturdy woodsmen yourself and get a first hand impression of men who can tell you much more about nature and the habits of wild things than you ever thought there was to be known.

Long Lake, thirteen miles in length, is one of the most attractive of Adirondack lakes. It is a favorite route for canoe parties coming from Racquette Lake, through Forked Lake, past Buttermilk Falls and on to the Saranac. New York motorists, you owe it to yourselves to make this trip. But when you make it be sure to give yourself enough time so that you may settle down for a few days on the shore of Long Lake, breathe its invigorating pine laden air, drink its pure spring water, eat its wholesome food and sleep like a baby. Then you will return to the city revitalized and reinvigorated. And some time later when you are tired the thought of your stay in the woods will rest you.

HOLLANDER OPENS BIG FORD HDQRS.

Well Known Automobile Dealer Makes a Most Important Move.

E. R. Hollander, founder of the Hollander Company in the early days of the automobile industry in this city and for many years one of the best known importers of high priced cars in America, has transferred his allegiance to the Ford car. On August 1 Mr. Hollander, as head of the Hollander Sales and Service, Inc., took over the old home of the Ford company at 1723 Broadway, and with a big force of experienced salesmen has started an intensive campaign to further popularize "the most popular car in America."

Since the Ford Motor Company inaugurated its system of utilizing agents throughout the larger cities to handle the immense demand for Ford cars the original home of the car in this city has been used as a display quarters for the various models. Thousands of Ford owners, however, when they desired to purchase new cars have gravitated to the old place.

The selection of Mr. Hollander to organize the company that, because of its location, will try to Ford ideas and methods in the East, is a stroke of diplomacy. The new concern will bring to the Ford field the courtesy and service that has heretofore been looked for only in the high priced lines. The vast scope of the business may be judged from the fact that the Ford Motor Company expects that 25,000 of its cars will be absorbed by New York city and the surrounding territory in the coming year.

By October 1 Mr. Hollander expects to have completed one of the finest service stations in the city to supplement the establishment on Broadway. It is now nearing completion on Fifty-fifth street west of Tenth avenue. The building is 100 feet in width and the same in depth and six stories high. It will have two car elevators, nine feet by twenty-four feet, with a capacity of 8,000 pounds each, and a passenger elevator of 3,000 pounds capacity. The service station will be in charge of a staff thoroughly versed in Ford methods, which will be relied upon to see that prompt and intelligent service is extended to all owners.

The salesroom on Broadway is a commodious, well lighted place, with plenty of office room to handle the big force that will be required. It is a familiar place to Ford owners, many thousands of whom in this part of the country bought their first cars there.

As a big and important part of its service policy the Hollander Sales and Service, Inc., will carry a tremendous stock of genuine Ford parts. This will be of particular interest to Ford owners as nearly all the various parts for the car have been cheaply reproduced by other manufacturers, causing trouble and loss to those unfortunate enough to purchase them.

Is the Small Car an Economy When You Have to Sacrifice So Much?

NEXT to buying a home, a car is perhaps the largest purchase you'll ever make. It involves real money. It ought to be correspondingly considered.

Certainly \$750 to \$1250 is too big a sum to spend just on some friend's recommendation or some salesman's talk. Look at it as an investment. Think of next week, next month, next year.

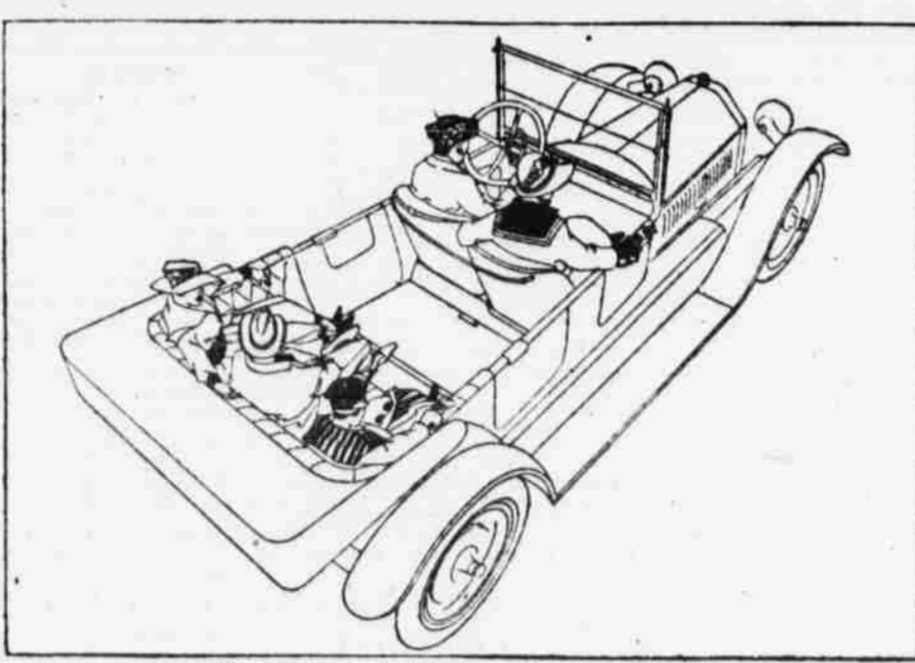
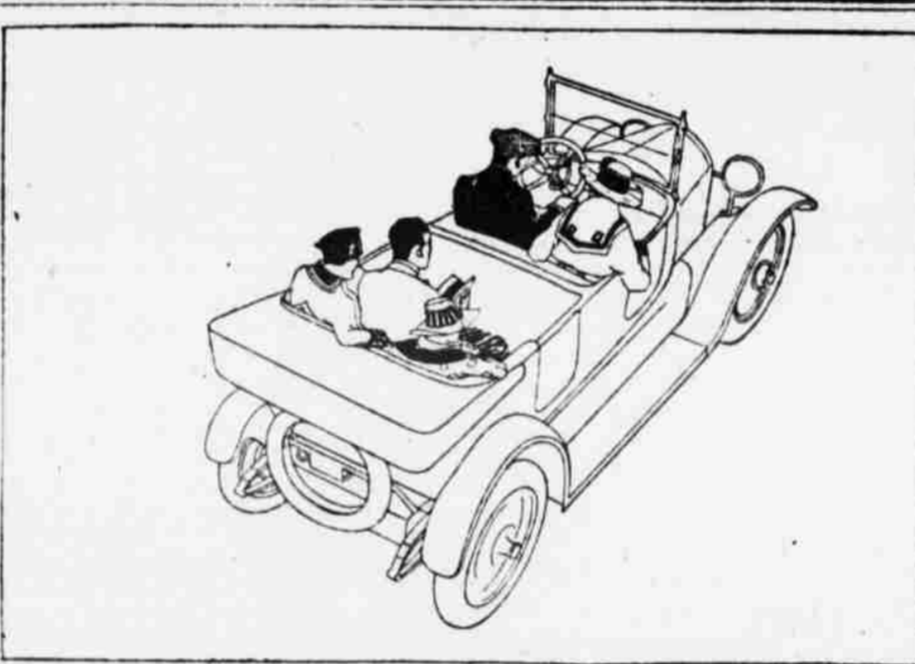
Think whether you are going to climb out of the new car a week from now, tired and cramped because it is too small for touring—whether you are going to be able to take a few friends on a trip and have them comfortable—whether the car will stand up for years of hard service and ALWAYS be ready for use, and if you should desire to resell or trade in, will have the least possible depreciation from its original price.

Think of the future—think of the way you would buy your home—how you wouldn't let a few dollars stand between you and perfect satisfaction—then decide whether it is true economy to buy a car that you will soon find lacks the essentials of motoring satisfaction.

When you buy such a car you may save a little money on the original price, but you must make sacrifices.

In a Studebaker car you get power enough for any hill, power that will pull you through the deepest mud and sand; comfort at any speed, roominess that small cars do not have; and high quality materials and accurate workmanship combined with the accessibility and adjustability that actually make upkeep and operation charges for a period of three years less than those of any small car.

Think it over. Then see the car that is built to give all the necessary essentials at the lowest possible price, the car with a twelve months' guarantee.



There will be no change in Studebaker models this year, but the increased cost of materials and labor may force Studebaker to make an advance in prices at any time without notice.

Studebaker

Four-Cylinder Models
FOUR Roadster . . . \$ 985
FOUR Touring Car . . . 965
FOUR Landau Roadster . 1150
FOUR Every-Weather Car 1185
All prices f. o. b. Detroit

NEW YORK SHOWROOMS, 56th St. and Broadway.
New York Telephone, Circle 1400.
BROOKLYN BRANCH
1291 Bedford Ave., Brooklyn
Telephone Decatur 1484.
BRONX BRANCH
361 East 149th St.
Telephone Melrose 4195.

Six-Cylinder Models
SIX Roadster . . . \$1250
SIX Touring Car . . . 1950
SIX Landau Roadster . 1350
SIX Touring Sedan . . 1700
SIX Coupe . . . 1750
SIX Limousine . . . 2600
All prices f. o. b. Detroit